

Understanding Vaccination Behaviours within Workplaces in Sandwell

Assets / January 2022

Acknowledgements

The Behaviouralist project team would like to thank the project team at the LGA and Sandwell Council for their help, input, and advice throughout the study. We would also like to thank all the participants who took part in this research.

Disclaimer

The views in this report are the authors' own and do not necessarily reflect those of the Local Government Association.

Table of Contents





A Behaviourally-framed messages	4
B Survey Flow	10

A Behaviourally-framed messages

The interactive survey tool that we present in this report offers a tailored approach of providing information. In this section we show the tailored messages that study participants are shown as explained in the previous subsections.

A.1 Non-vaccinated Participants Journey – Trial 1

We designed 15 behaviourally-framed messages aimed at addressing participant's specific concerns over COVID-19 vaccination. In this section we show each concern and/or reason to get the vaccine and its correspondent behaviourally-framed message. Note: participants were asked to rank their concerns around vaccinations, so they were only shown the message that addressed their highest-ranked concern.

SIDE EFFECTS (INTERVENTION 1)	EFFECTIVENESS (INTERVENTION 2)
<p>Participants whose highest ranked concern is 'My family and friends think it's unsafe' or 'I think the vaccine is likely to have serious side effects', are shown the following screen:</p> <div><p>Why we know that COVID-19 vaccines are safe?</p><p>55.6% of Sandwell residents have received at least the first dose of the vaccine. The more people get the vaccine, the safer Sandwell will be for everyone.</p><div><div><p>1</p><p>Each vaccine has been carefully tested on at least 30,000 people.</p></div><div><p>2</p><p>For all vaccines, the majority of the side effects are mild (sore arm or 'flu-like' symptoms for example) and typically last 1 or 2 days.</p></div><div><p>3</p><p>As with all vaccines and medicines, the safety of COVID-19 vaccines is being continuously monitored.</p></div></div><p>Book my vaccine appointments</p></div>	<p>Participants whose highest ranked concern is 'I think that the vaccine provides only a low level of protection' or 'I think there is no evidence to show that the vaccines work', are shown the following screen:</p> <div><p>Are COVID-19 vaccines effective?</p><p>Yes, vaccines are the single most effective way to reduce deaths and risk of severe illness from COVID-19.</p><p>You can protect others and avoid a resurgence of COVID-19 in the Sandwell by getting the vaccine.</p><div><p>10,400 lives saved.</p><p>10,400 grandparents, neighbours, friends, siblings, children.</p><p>As a result of the COVID-19 vaccination programme an estimated 10,400 deaths in England have been prevented.</p><p><small>Source: Data up to the end of March 2021. Public Health England</small></p></div></div>

EFFECTIVENESS (INTERVENTION 3)

Participants whose highest ranked concern is 'I know people who've had the vaccine and still gotten COVID-19', are shown the following screen:

What happens once you are vaccinated?

It may take a few weeks for your body to build up some protection from the vaccine.

Some people may still get COVID-19 despite having a vaccination, but this should be less severe.

Vaccines are the single most effective way to reduce deaths and risk of severe illness from COVID-19.



10,400 lives saved.

10,400 grandparents, neighbours, friends, siblings, children.

As a result of the COVID-19 vaccination programme an estimated 10,400 deaths in England have been prevented.

Source: Data up to the end of March 2021. Public Health England

LOW RISK PERCEPTION (INTERVENTION 4)

Participants whose highest ranked concern is 'I think it's unlikely I will catch COVID-19' or 'I do not think I would get seriously ill if I catch COVID-19', are shown the following screen:

COVID-19 still poses a serious risk, even for young and healthy people.

Everyone, including younger and healthier people, should get the vaccine once they are eligible.

Younger and healthier people can also get sick from the disease that they require hospitalisation, and some may even that die. They might also experience "long covid", when symptoms last for weeks and months after the infection has gone.



1 in 9 Sandwell residents

Since the beginning of the pandemic, at least 1 in 9 Sandwell residents have been infected.

1 in 327 didn't survive.

LOW RISK PERCEPTION (INTERVENTION 5)

Participants whose highest ranked concern is 'I don't think that COVID-19 is a serious risk to me', 'I think the pandemic will pass soon because so many other people have gotten the vaccine' or 'I have already had COVID-19', are shown the following screen:

FAITH / RELIGION (INTERVENTION 6)

Participants whose highest ranked concern is 'Getting a vaccine is against my cultural or religious beliefs', are shown the following screen:

Everyone should get the vaccine.

Everyone, including people who already had COVID-19 and healthier people, should get the vaccine once they are eligible.

There are still many people at risk of COVID-19 in Sandwell. Herd immunity can only be achieved **when enough people are protected through vaccination**, which means that the virus will be less likely to spread.



10,400 lives saved.

10,400 grandparents, neighbours, friends, siblings, children.

As a result of the COVID-19 vaccination programme an estimated 10,400 deaths in England have been prevented.

Source: Data up to the end of March 2021. Public Health England

All major religions support vaccines

Faith leaders across Sandwell have shown their support for the vaccine.

Harminder Singh Bhalla MBE - Community faith leader
"I have received both doses of the Covid-19 vaccine, it was fine, I had no side effects and I feel much more protected."

Nema Patel - Community faith leader
"We all need to get the Covid-19 vaccine when we're offered it."

Raghib Mulla - Chair of Sandwell Inclusive Muslim Action Network (SIMAN)
"I would encourage everyone, including all Arabic speakers in Sandwell, to join with me and have the vaccine when it is offered to you."

Milly O'Connor - Sandwell Council Chaplain
"Better days will come sooner if we all take up the offer of the Covid-19 vaccine when it's our turn."

Jasvinder Singh - President of Gurm Nanak Gurdwara Sandwell
"Please have the Covid-19 vaccine when it's offered to you."

Reverend David Gould - Vicar of Holy Trinity Church, Smethwick
"Please join me and take up the offer of the vaccine when it's your turn."

Imran Ghulam Rasool - Community faith leader
"By taking up the vaccine when it is offered to us, we'll be protecting ourselves and our loved ones from becoming seriously ill from the virus."

VEGANISM (INTERVENTION 7)

Participants whose highest ranked concern is 'I believe that vaccines are not vegan', are shown the following screen:

Veganism and COVID-19 vaccines

Vaccination plays a fundamental role in tackling the COVID-19 pandemic and saving thousands of lives.

Since all medications currently go through animal testing decisions around taking medication can be complex for vegans.

As The Vegan Society recognises, it might not always be possible or practicable for vegans to avoid participating in animal use.

Numerous organisations like [Animal Free Research UK](#) are working on this issue so that in the future vaccines can be developed without animal use.

At this point in time all citizens, including vegans, are **encouraged to look after their health and that of others.**

For more information you can read the statements from both the [Vegetarian Society](#) and the [Vegan Society](#).

MEDICAL CONDITION (INTERVENTION 8)

Participants whose highest ranked concern is 'I believe that my medical condition doesn't allow me to get the vaccine', are shown the following screen:

Who cannot have the vaccine?

A very small number of people who are at risk of COVID-19 cannot have the vaccine - this includes people who have severe allergies to a component in the vaccine.

Women of childbearing age, those who are pregnant, planning a pregnancy or breastfeeding can have the COVID-19 vaccine.



For more information please read the [COVID-19 vaccines guidance by the NHS](#) or contact your GP.

VACCINES HAVE BEEN RUSHED (INTERVENTION 9)

Participants whose highest ranked concern is 'I think that the vaccines have been rushed and not tested properly', are shown the following screen:

How were the COVID-19 vaccines developed so quickly?

COVID-19 Vaccines have gone through the **same number of phases, same safety checks and same numbers of volunteers in trials** than any other vaccines.

- Scientist built on years of knowledge and research for other coronaviruses including SARS and MERS.
- Vaccines were tested on thousands of people from all walks of life.
- Companies also made use of the latest technology which helped vaccines to get better and better
- Many of the processes were also done at the same time.

All together this helped to reduce the time needed to develop a COVID-19 vaccine

The diagram compares two vaccine development timelines. The top timeline, labeled 'Typical vaccine development timeline', shows four sequential stages: Research, Clinical trials, Regulatory approvals, and Manufacturing, spanning a total of 5-10 years. The bottom timeline, labeled 'Accelerated timeline: COVID-19 vaccine development', shows the same four stages but with significant overlap between them, resulting in a much shorter total duration of 1-2 years.

BAD EXPERIENCES / SYSTEM TRUST (INTERVENTION 10)

Participants whose highest ranked concern is 'I had bad experiences with the healthcare system' or 'I do not trust the government', are shown the following screen:

A challenging time for all of us.

The COVID-19 pandemic has been challenging for all of us, also for the NHS staff. It has uncovered many inequalities that need to be addressed by both the **NHS and the government**.

The NHS staff continues to work hard to ensure that vaccines are offered to everyone so all of us are protected against the virus.

Getting the vaccine is the best way to **protect yourself and your loved ones** from the virus and the key to **return to a normal life**.

39 million people have already been vaccinated in the UK by the NHS

The illustration shows a diverse group of people of various ages and ethnicities standing together in a line, representing the community being vaccinated.

If participants selected 'My GP told me not to get the vaccine as I have legitimate health reasons,' they were not shown any intervention.

FERTILITY (INTERVENTION 11)

Participants whose highest ranked concern is 'I am concerned it would impact my fertility', are shown the following screen:

TYPES OF VACCINES (INTERVENTION 12)


Participants whose highest ranked concern is 'I was not offered the vaccine I wanted', are shown the following screen:

Do vaccines affect fertility?

Vaccines are being **continuously monitored** by the World Health Organisation and other regulatory bodies.

Millions of women have been vaccinated globally and there is **no evidence** to say that vaccines impact fertility.

Fertility experts such as **the British Fertility Society** have confirmed that there is **no biological mechanism** by which having the vaccine could affect your chances of conceiving.



Raj Mathur, executive committee chair of the British Fertility Society

"Vaccination does not stop you getting pregnant, and is the best way of reducing the risk of getting Covid when you are pregnant."

Get the vaccine to ensure your pregnancy is going to be safe for both you, and your baby.

Types of COVID-19 vaccines

All vaccines offer high levels of protection against COVID-19.

The more people get the vaccine, the safer Sandwell will be for everyone.

What vaccines are currently being offered in the UK?

There are four vaccines currently approved for use in the UK: Pfizer/BioNTech, Oxford-AstraZeneca, Moderna and Janssen.

The four have shown to be safe and offer high-levels of protection against COVID-19.

The four have been approved by the MHRA.

Remember





Once you have been offered a COVID-19 vaccine, that offer remains open.

Get your COVID-19 vaccine as soon as possible to protect you, your family and community.

How do I get my vaccine?

Go to the NHS website to book your appointments:

- Choose a vaccination centre or a pharmacy
- Set a day and time
- The second appointment will automatically be scheduled 12 weeks after

Select a vaccination site → Set a date and a time → 1st dose → 8 to 12 weeks → 2nd dose

FEAR OF NEEDLES (INTERVENTION 13)

Participants whose highest ranked concern is 'I have a fear of needles', are shown the following screen:

HOW TO GET THE JAB (INTERVENTION 14)

Participants whose highest ranked concern is 'I can't book a vaccination appointment', 'I do not know how to get a vaccine', 'the vaccination centre is too far away/is not easy for me to get to', 'I plan to get one later; I just haven't gotten around to it yet', 'I tried to schedule an appointment, but it didn't work', 'I do not think I am eligible to get the vaccine', or 'I do not have time to get the vaccine' are shown the following screen:

What can I do to overcome my fear of needles?

Fear of needles is **very common**, affecting at least 1 in 10 people. Fortunately, **simple exercises** and practice can help to overcome it.

- 1 Don't be ashamed of being scared of injections - you are not alone.
- 2 Tell health professionals about your worries.
- 3 Think about what helped you in the past.
- 4 Learn applied tension technique if you faint or feel very faint, or breathing for relaxation exercise if you feel panicky.
- 5 Once you have mastered the exercises, develop a 'fear ladder' - a list of all of the situations related to needles which you fear, arranged in order of difficulty.
- 6 Overcoming your fear will take some time and practice, but it will make life less stressful and you will feel less anxious.
- 7 Learn more about how to overcome your fear of needles [here](#)

How do I get the COVID-19 vaccine?

Getting the vaccine is **easy**.
It is the best way to protect you and others.

Can I get the vaccine?

If eligible

Yes, you are eligible because you are aged 25 and over (before 1 July 2021).

If ineligible

Currently the vaccine is being given to people aged **25 and over** (before 1 July 2021), people at high risk, people who live or work in care homes, health and social care workers, people with a learning disability and people who are a main carer for someone at high risk from COVID-19.

How do I get my vaccine?

You need **2 doses** of the COVID-19 vaccine:

- Choose a vaccination centre or a pharmacy
- Set a day and time
- The second appointment will automatically be scheduled 12 weeks after

A.2 Vaccinated Participants Journey – Trial 2

We designed one behaviourally-framed communication aimed at encouraging vaccine advocacy.

VACCINE ADVOCACY INTERVENTION

All vaccinated participants were shown the following screen:

Your support is key.

It's fantastic that you got your vaccine! Thank you for playing your part in protecting everyone in our Sandwell community.

However, there are still many people at risk of COVID-19 in Sandwell.

Herd immunity can only be achieved when enough people are protected through vaccination, which means that the virus will be less likely to spread.

You can make a difference in Sandwell by talking to your friends, family and co-workers about the benefits of the vaccine. Your support matters.

B Survey Flow

In this section we include a transcription of all the screens participants were exposed to in this study.

Start of Block: 1. Introduction

Q1 Welcome! This survey is being conducted by The Behaviouralist on behalf of Sandwell council. **The purpose of this survey is to better understand COVID-19 vaccine acceptance. The survey should take between 5 to 10 minutes to complete.** By clicking the button below, you acknowledge that your participation in the study is voluntary and that you are aware that you can end your participation in the study at any time and for any reason. All answers will be anonymised so you will not be able to be identified. If you have any comments or concerns about this survey please contact info@thebehaviouralist.com.

End of Block: 1. Introduction

Start of Block: 2. Socio-demographics

Q2 We will first ask you some questions about yourself.

Q3 What is your age group?

▼ 80+ ... Under 16

Q4 Which ethnicity do you most identify with?

- ☐ White British (1)
 - ☐ Asian or Asian British (2)
 - ☐ Black or Black British (3)
 - ☐ Mixed (4)
 - ☐ Other ethnic groups (5)
 - ☐ Prefer not to say (6)
-

Q5 What is your gender?

- ☐ Male (1)
 - ☐ Female (2)
 - ☐ Non-binary (3)
 - ☐ Prefer not to say (4)
-

Q6 What is the highest level of education you have completed?

- ☐ Primary school (1)
- ☐ Secondary school up to 16 (2)
- ☐ Higher or secondary or further education (A-levels, BTEC, etc.) (3)
- ☐ College or university (4)
- ☐ Post-graduate degree (5)
- ☐ Prefer not to say (6)

End of Block: 2. Socio-demographics

Start of Block: 3. Get vaccine

Q7 Next, we will ask you some questions related to COVID-19 vaccines.

Q8 Have you received a COVID-19 vaccine?

- ☐ Yes (1)
- ☐ No (2)

End of Block: 3. Get vaccine

If Yes (vaccinated) → TRIAL 1: Vaccinated Participants

Q9 Which of the following statements best describes your main reasons for getting the COVID-19 vaccine? (Select all that apply)

- ☐ To help get the economy going again (1)
- ☐ To allow myself to go out and do all the things I used to be able to do (2)
- ☐ To protect the NHS (3)
- ☐ To protect others against the coronavirus (4)
- ☐ To protect myself against the coronavirus (5)
- ☐ To allow society to start functioning normally again (6)
- ☐ To allow society to start functioning normally again (7)
- ☐ To reduce the spread of the coronavirus (8)

Q10 Would you encourage others to receive a COVID-19 vaccine?

- ☐ Yes definitely (1)
- ☐ Probably (2)
- ☐ Not sure (3)
- ☐ Probably not (4)
- ☐ No definitely not (5)

End of Block: 4a. Vaccinated

Start of Block: Intervention - Yes

Intervention - Vaccinated

Your support is key

It's fantastic that you got your vaccine! Thank you for playing your part in protecting everyone in our Sandwell community.

However, there are still many people at risk of COVID-19 in Sandwell.
Herd immunity can only be achieved when enough people are protected by the vaccine.

You can make a difference in Sandwell by talking to your friends, family and co-workers about the benefits of the vaccine. Your support matters.

End of Block: Intervention - Yes

If No (non-vaccinated) → TRIAL 2: Non-vaccinated Participants

Q11 Do you want to get the vaccine?

- ☐ Yes (1)
- ☐ Leaning towards yes (2)
- ☐ Leaning towards no (4)
- ☐ No (3)

End of Block: 4b. Not vaccinated

Start of Block: 4b. Not vaccinated - No/Leaning towards no

Q12 Please select the reasons why you do not want to get the vaccine. (Please select all that apply)

- ☐ I am concerned about the side effects of the vaccine (1)
- ☐ I do not think that the COVID-19 vaccines are effective (2)
- ☐ I don't think that COVID-19 is a serious risk to me (3)
- ☐ I can't get vaccinated (4)
- ☐ I have a fear of needles (5)
- ☐ I do not know how to get a vaccine (6)
- ☐ I had bad experiences with the healthcare system (7)
- ☐ I do not trust the government (8)
- ☐ I am concerned it would impact my fertility (9)
- ☐ I think that the vaccines have been rushed and not tested properly (10)
- ☐ I was not offered the vaccine I wanted (11)
- ☒ Other reasons (please specify) (12)

Display This Question:

*If Please select the reasons why you do not want to get the vaccine. (Please select all that apply) =
I am concerned about the side effects of the vaccine*

Q13 What concerns do you have about the side effects of COVID-19 vaccines? (Please select all that apply)

- ☐ My family and friends think it's unsafe (1)
- ☐ I think the vaccine is likely to have serious side effects (2)

Display This Question:

*If Please select the reasons why you do not want to get the vaccine. (Please select all that apply) =
I do not think that the COVID-19 vaccines are effective*

Q14 Why don't you think the COVID-19 vaccines are effective? (Please select all that apply)

- ☐ I know people who've had the vaccine and still gotten COVID-19 (1)
- ☐ I think that the vaccine provides only a low level of protection (2)
- ☐ I think there is no evidence to show that the vaccines work (3)

Display This Question:

*If Please select the reasons why you do not want to get the vaccine. (Please select all that apply) =
I don't think that COVID-19 is a serious risk to me*

Q15 Why do you think that COVID-19 is not a serious risk to you? (Please select all that apply)

- ☐ I think the pandemic will pass soon because so many other people have gotten the vaccine (1)
- ☐ I think it's unlikely I will catch COVID-19 (2)
- ☐ I do not think I would get seriously ill if I catch COVID-19 (3)
- ☐ I have already had COVID-19 (4)

Display This Question:

*If Please select the reasons why you do not want to get the vaccine. (Please select all that apply) =
I can't get vaccinated*

Q16 Why can you not get the vaccine? (Please select all that apply)

- ☐ Getting a vaccine is against my cultural or religious beliefs (1)
- ☐ I believe that vaccines are not vegan (2)
- ☐ I believe that my medical condition doesn't allow me to get the vaccine (3)
- ☐ My GP told me not to get the vaccine as I have legitimate health reasons (4)
- ☐ I can't book a vaccination appointment (5)

End of Block: 4b. Not vaccinated - No/Leaning towards no

Start of Block: 5. Ranking concerns - No

Q17 You stated that you do not want to get vaccinated for the reasons listed below. **Please order these reasons in order of importance.** You can drag and drop the

reasons from the most important to the least important one, being the concern ranked 1 the most important.

Display This Choice:

If What concerns do you have about the side effects of COVID-19 vaccines? (Please select all that apply) = My family and friends think it's unsafe

- _____ INTERVENTION 1

Display This Choice:

If What concerns do you have about the side effects of COVID-19 vaccines? (Please select all that apply) = I think the vaccine is likely to have serious side effects

- _____ INTERVENTION 1

Display This Choice:

If Why don't you think the COVID-19 vaccines are effective? (Please select all that apply) = I think that the vaccine provides only a low level of protection

- _____ INTERVENTION 2

Display This Choice:

If Why don't you think the COVID-19 vaccines are effective? (Please select all that apply) = I think there is no evidence to show that the vaccines work

- _____ INTERVENTION 2

Display This Choice:

If Why don't you think the COVID-19 vaccines are effective? (Please select all that apply) = I know people who've had the vaccine and still gotten COVID-19

- _____ INTERVENTION 3

Display This Choice:

If Why do you think that COVID-19 is not a serious risk to you? (Please select all that apply) = I think it's unlikely I will catch COVID-19

- _____ INTERVENTION 4

Display This Choice:

If Why do you think that COVID-19 is not a serious risk to you? (Please select all that apply) = I do not think I would get seriously ill if I catch COVID-19

- _____ INTERVENTION 4

Display This Choice:

If Why do you think that COVID-19 is not a serious risk to you? (Please select all that apply) = I think the pandemic will pass soon because so many other people have gotten the vaccine

- _____ INTERVENTION 5

Display This Choice:

If Why do you think that COVID-19 is not a serious risk to you? (Please select all that apply) = I have already had COVID-19

- _____ INTERVENTION 5

- Display This Choice:

If Why can you not get the vaccine? (Please select all that apply) = Getting a vaccine is against my cultural or religious beliefs

- _____ INTERVENTION 6

Display This Choice:

If Why can you not get the vaccine? (Please select all that apply) = I believe that vaccines are not vegan

- _____ INTERVENTION 7

Display This Choice:

If Why can you not get the vaccine? (Please select all that apply) = I believe that my medical condition doesn't allow me to get the vaccine

- _____ INTERVENTION 8

Display This Choice:

If Why can you not get the vaccine? (Please select all that apply) = My GP told me not to get the vaccine as I have legitimate health reasons

- _____ NO INTERVENTION

Display This Choice:

If Please select the reasons why you do not want to get the vaccine. (Please select all that apply) = I think that the vaccines have been rushed and not tested properly

- _____ INTERVENTION 9

Display This Choice:

If Please select the reasons why you do not want to get the vaccine. (Please select all that apply) = I had bad experiences with the healthcare system

- _____ INTERVENTION 10

Display This Choice:

If Please select the reasons why you do not want to get the vaccine. (Please select all that apply) = I do not trust the government

- _____ INTERVENTION 10

Display This Choice:

If Please select the reasons why you do not want to get the vaccine. (Please select all that apply) = I am concerned it would impact my fertility

- _____ INTERVENTION 11

Display This Choice:

If Please select the reasons why you do not want to get the vaccine. (Please select all that apply) = I was not offered the vaccine I wanted

- _____ INTERVENTION 12

Display This Choice:

If Please select the reasons why you do not want to get the vaccine. (Please select all that apply) = I have a fear of needles

- _____ INTERVENTION 13

Display This Choice:

If Why can you not get the vaccine? (Please select all that apply) = I can't book a vaccination appointment

- _____ INTERVENTION 14

Display This Choice:

If Please select the reasons why you do not want to get the vaccine. (Please select all that apply) = I do not know how to get a vaccine

- _____ INTERVENTION 14

End of Block: 5. Ranking concerns - No

Start of Block: 6. Intervention - No - General Side Effects

Intervention 1

How do we know that COVID-19 vaccines are safe?

The majority of Sandwell residents have taken the vaccine. The more people get the vaccine, the safer Sandwell will be for everyone.

More than 40 million people have already been vaccinated in the UK.

For all vaccines, the majority of the side effects are mild (sore arm or 'flu-like' symptoms for example) and typically last 1 or 2 days.

End of Block: 6. Intervention - No - General Side Effects

Start of Block: 6. Intervention - No - Effectiveness

Intervention 2

Are COVID-19 vaccines effective?

Yes, vaccines are the single most effective way to reduce deaths and risk of severe illness from COVID-19.

You can protect others and avoid a resurgence of COVID-19 in the UK by getting the vaccine.

10,400 lives saved.

10,400 grandparents, neighbours, friends, siblings, children.

As a result of the COVID-19 vaccination programme an estimated 10,400 deaths in England have been prevented.

Source: Data up to the end of March 2021. Public Health England

End of Block: 6. Intervention - No - Effectiveness

Start of Block: 6. Intervention - No - Immunity

Intervention 3

What happens once you are vaccinated?

It may take a few weeks for your body to build-up some protection from the vaccine.

Some people may still get COVID-19 despite having a vaccination, but this should be less severe.

Vaccines are the single most effective way to reduce deaths and risk of severe illness from COVID-19.

10,400 lives saved.

10,400 grandparents, neighbours, friends, siblings, children.

As a result of the COVID-19 vaccination programme an estimated 10,400 deaths in England have been prevented.

Source: Data up to the end of March 2021. Public Health England

End of Block: 6. Intervention - No - Immunity

Start of Block: 6. Intervention - No - Serious Risk

Intervention 4

COVID-19 still poses a serious risk, even for young and healthy people.

Everyone, including younger and healthier people, should get the vaccine once they are eligible.

Younger and healthier people can also get so sick from the disease that they require hospitalisation, and some may even die. They also might experience “long covid”, when symptoms last weeks and months after the infection has gone.

1 in 9 Sandwell residents

Since the beginning of the pandemic, at least 1 in 9 Sandwell residents have been infected.

1 in 327 didn't survive.

End of Block: 6. Intervention - No - Serious Risk

Start of Block: 6. Intervention - No - Free riders

Intervention 5

Everyone should get the vaccine.

Everyone, including people who already had COVID-19 and healthier people, should get the vaccine once they are eligible.

There are still many people at risk of COVID-19 in Sandwell. Herd immunity can only be achieved when enough people are protected by the vaccine.

10,400 lives saved.

10,400 grandparents, neighbours, friends, siblings, children.

As a result of the COVID-19 vaccination programme an estimated 10,400 deaths in England have been prevented.

Source: Data up to the end of March 2021. Public Health England.

End of Block: 6. Intervention - No - Free riders

Start of Block: 6. Intervention - No - Religion

Intervention 6

All major religions support vaccines

Faith leaders across Sandwell have shown their support for the vaccine.

Harmohinder Signh Bhatia MBE - Community faith leader "I have received both doses of the Covid-19 vaccine, it was fine, I had no side effects and I feel much more protected."

Hema Patel - Community faith leader "We all need to get the Covid-19 vaccine when we're offered it."

Ragih Myflihi - Chair of Sandwell Inclusive Muslim Action Network "I would encourage everyone, including all Arabic speakers in Sandwell, to join with me and have the vaccine when it is offered to you."

Mille O'Connor - Sandwell Council Chaplain "Better days will come sooner if we all take up the offer of the Covid-19 vaccine when it's our turn."

Jaswinder Singh - President of Guru Nanak Gurdwara Smethwick "Please have the Covid-19 vaccine when it's offered to you."

Reverend David Gould - Vicar at Holy Trinity Church, Smethwick "Please join me and take up the offer of the vaccine when it's your turn."

Imam Ghulam Rasool - Community faith leader "By taking up the vaccine when it is offered to us, we'll be protecting ourselves and our loved ones from becoming seriously ill from the virus."

End of Block: 6. Intervention - No - Religion

Start of Block: 6. Intervention - No - Vegan

Intervention 7

Veganism and COVID-19 vaccines

Vaccination plays a fundamental role in tackling the COVID-19 pandemic and saving thousands of lives.

Since all medications currently go through animal testing, decisions around taking medication can be complex for vegans.

As The Vegan Society recognises, it might not always be possible or practicable for vegans to avoid participating in animal use.

All citizens, including vegans, are encouraged to look after their health and that of the people around them.

For more information you can read the statements from both the [Vegetarian Society](#) and the [Vegan Society](#).

End of Block: 6. Intervention - No - Vegan

Start of Block: 6. Intervention - No - Medical condition

Intervention 8

Who cannot have the vaccine?

A very small number of people who are at risk of COVID-19 cannot have the vaccine – this includes people who have severe allergies to a component in the vaccine.

Women of childbearing age, those who are pregnant, planning a pregnancy or breastfeeding can have the COVID-19 vaccine.

For more information please read the [COVID-19 vaccines guidance by the NHS](#) or contact your GP.

End of Block: 6. Intervention - No - Medical condition

Start of Block: Intervention - No - Vaccine development

Intervention 9

How were the COVID-19 vaccines developed so quickly?

COVID-19 Vaccines have gone through the same number of phases, same safety checks and same numbers of volunteers in trials than any other vaccines.

Scientist built on years of knowledge and research for other coronaviruses including SARS and MERS.

Vaccines were tested on thousands of people from all walks of life.

Companies also made use of the latest technology which helped vaccines to get better and better

Many of the processes were also done at the same time.

All together this helped to reduce the time needed to develop a COVID-19 vaccine

End of Block: 6. Intervention - No - Vaccine development

Start of Block: Intervention - No - System trust

Intervention 10

A challenging time for all of us.

The COVID-19 pandemic has been challenging for all of us, also for the NHS staff. It has uncovered many inequalities that need to be addressed by both the NHS and the government.

The NHS staff continues to work hard to ensure that vaccines are offered to everyone so all of us are protected against the virus.

Getting the vaccine is the best way to protect yourself and your loved ones from the virus

and the key to return to a normal life.

39 million people have already been vaccinated in the UK by the NHS

End of Block: Intervention - No - System trust

Start of Block: 6. Intervention - No - Fertility

Intervention 11

Do vaccines affect fertility?

Vaccines are being continuously monitored by the World Health Organisation and other regulatory bodies.

Millions of women have been vaccinated globally and there is no evidence to say that vaccines impact fertility.

Fertility experts such as the British Fertility Society [have confirmed](#) that there is no biological mechanism by which having the vaccine could affect your chances of conceiving.

Raj Mathur, executive committee chair of the British Fertility Society “Vaccination does not stop you getting pregnant, and is the best way of reducing the risk of getting Covid when you are pregnant.”

Get the vaccine to ensure your pregnancy is going to be safe for both you, and your baby.

End of Block: 6. Intervention - No - Fertility

Start of Block: 6. Intervention - Offered Vaccine

Intervention 12

Types of COVID-19 vaccines

All vaccines offer high levels of protection against COVID-19.

The more people get the vaccine, the safer Sandwell will be for everyone

What vaccines are currently being offered in the UK?

There are four vaccines currently approved for use in the UK: Pfizer/BioNTech, Oxford-Astrazeneca, Moderna and Janssen.

All four have shown to be safe and offer high levels of protection against COVID-19.

The four have been approved by the [MHRA](#).

Remember

Once you have been offered a COVID-19 vaccine, that offer remains open, even though you said no in the past.

Get your COVID-19 vaccine as soon as possible to protect you, your family and your community.

End of Block: 6. Intervention – Offered Vaccine

Start of Block: 6. Intervention - No - Needle Phobia

Intervention 13

What can I do to overcome my fear of needles?

Fear of needles is very common, affecting at least 1 in 10 people. Fortunately, simple exercises and practice can help to overcome it.

Don't be ashamed of being scared of injections - you are not alone.

Tell health professionals about your worries.

Think about what helped you in the past.

Learn applied tension technique if you faint or feel very faint, or breathing for relaxation exercise if you feel panicky.

Once you have mastered the exercises, develop a 'fear ladder' – a list of all of the situations related to needles which you fear, arranged in order of difficulty.

Overcoming your fear will take some time and practice, but it will make life less stressful and you will feel less anxious.

Learn more about how to overcome your fear of needles [here](#)

End of Block: 6. Intervention - No - Needle phobia

Start of Block: Intervention - How to get a vaccine - not eligible

Intervention 14

How do I get the COVID-19 vaccine?

Getting the vaccine is easy.

It is the best way to protect you and others.

Can I get the vaccine?

Currently the vaccine is being given to people aged 30 and over (before 1 July 2021), people at high risk, people who live or work in care homes, health and social care workers, people with a learning disability and people who are a main carer for someone at high risk from COVID-19.

How do I get my vaccine?

You need 2 doses of the COVID-19 vaccine: Choose a vaccination centre or a pharmacy
Set a day and time The second appointment will automatically be scheduled 12 weeks after

End of Block: Intervention - How to get a vaccine - not eligible

Start of Block: Intervention - How to get a vaccine - eligible

Intervention 14

How do I get the COVID-19 vaccine?

Getting the vaccine is easy.

It is the best way to protect you and others.

Can I get the vaccine?

Yes, you are eligible because you are aged 25 and over.

How do I get my vaccine?

You need 2 doses of the COVID-19 vaccine: Choose a vaccination centre or a pharmacy
Set a day and time The second appointment will automatically be scheduled 12 weeks after

End of Block: Intervention - How to get a vaccine - eligible

Start of Block: 4b. Not vaccinated - Yes/Leaning towards yes

Q18 Why have you not yet gotten a vaccine? (Please select all that apply)

- ☐ I was not offered the vaccine I wanted (1)
 - ☐ The vaccination centre is too far away/is not easy for me to get to (2)
 - ☐ I plan to get one later; I just haven't gotten around to it yet (3)
 - ☐ I tried to schedule an appointment, but it didn't work (4)
 - ☐ I do not think I am eligible to get the vaccine (5)
 - ☐ I do not have time to get the vaccine (6)
 - ☐ I do not know how to get a vaccine (7)
 - ☒ Other reasons (please specify) (9)
-

End of Block: 4b. Not vaccinated - Yes/Leaning towards yes

Start of Block: 5. Ranking concerns - Yes



Q19 You stated that you were not able to get vaccinated for the reasons listed below. **Please order these reasons in order of importance.** You can drag and drop the reasons from the most important to the least important one, being the reason ranked 1 the most important.

Display This Choice:

If Why have you not yet gotten a vaccine? (Please select all that apply) = I was not offered the vaccine I wanted

- _____ INTERVENTION 12

Display This Choice:

If Why have you not yet gotten a vaccine? (Please select all that apply) = The vaccination centre is too far away/is not easy for me to get to

- _____ INTERVENTION 14

Display This Choice:

If Why have you not yet gotten a vaccine? (Please select all that apply) = I plan to get one later; I just haven't gotten around to it yet

- _____ INTERVENTION 14

Display This Choice:

If Why have you not yet gotten a vaccine? (Please select all that apply) = I tried to schedule an appointment, but it didn't work

- _____ INTERVENTION 14

Display This Choice:

If Why have you not yet gotten a vaccine? (Please select all that apply) = I do not think I am eligible to get the vaccine

- _____ INTERVENTION 14

Display This Choice:

If Why have you not yet gotten a vaccine? (Please select all that apply) = I do not have time to get the vaccine

- _____ INTERVENTION 14

Display This Choice:

If Why have you not yet gotten a vaccine? (Please select all that apply) = I do not know how to get a vaccine

- _____ INTERVENTION 14

End of Block: 5. Ranking concerns - Yes

Behavioural outcomes -Trial 2 - Non- vaccinated - Eligible

Outcome: book a vaccine (if eligible)

Q20

Are you interested in booking a vaccine appointment?

All you need to do is to click the button below, which will direct you to the NHS vaccine appointment scheduling service.

[Book my vaccination appointment](#)

Clicking on this button will open a new page, you won't be taken out of the survey.

End of Block: 7. Outcome - Book vaccine

Behavioural outcomes -Trial 2 - Non- vaccinated – Non eligible

Outcome: book a vaccine (if not eligible)

Q21

Would you like to know more about how to get the vaccine?

Please click on the link below to learn more about how to get the vaccine.

[How do I get the vaccine?](#)

Clicking on this button will open a new page, you won't be taken out of the survey.

End of Block: 7. Outcome - More info

Outcome questions -Trial 2 - Non- vaccinated (eligible and non-eligible)

Display This Question:

If eligible_vaccine = 1

Q22 How likely is it that you will book your vaccine appointment in the next week?

- ☐ Very likely (1)
- ☐ Somewhat likely (2)
- ☐ Unsure (3)
- ☐ Somewhat unlikely (4)
- ☐ Very unlikely (5)

Display This Question:

If eligible_vaccine = 0

Q23 How likely is it that you will book your vaccine appointment when you are eligible?

- ☐ Very likely (1)
- ☐ Somewhat likely (2)
- ☐ Unsure (3)
- ☐ Somewhat unlikely (4)
- ☐ Very unlikely (5)

Q24 To what extent do you agree with the following statements?

	Completely disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Completely agree (5)
Covid-19 poses a risk to people in my community (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covid-19 poses a risk to me personally (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that it would be safe for me to take the Covid-19 vaccine (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that the Covid-19 vaccines would protect me against Covid-19 (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that the vaccine reduces the chance that I transmit Covid-19 to others (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The benefits of protection received from the Covid-19 vaccines far outweigh potential side effects (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q25 Do you have any other concerns about the vaccine that haven't been covered in this survey?

End of Block: 8. Outcome questions - not vaccinated

Behavioural outcomes Trial 1 - Vaccinated

Outcome: Vaccine Advocacy

Q26

Will you encourage your friends, family and co-workers to get the vaccine?

Share the badge below with your friends, family and co-workers to encourage them to get the vaccine.

Click on the button below to save the badge in your phone.

[Save as image](#)

Or share it directly via Whatsapp, Facebook or Twitter by clicking the icons below.

End of Block: Outcome - Advocate

Outcome questions Trial 1 - Vaccinated

Q27 Will you encourage your friends, family and co-workers to receive a COVID-19 vaccine?

- ☐ Yes definitely (1)
 - ☐ Probably (2)
 - ☐ Not sure (3)
 - ☐ Probably not (4)
 - ☐ No definitely not (5)
-

Q28 How important is it to encourage others to get the Covid-19 vaccine?

- ☐ Very Important (1)
- ☐ Important (2)
- ☐ Unsure (3)
- ☐ Not Important (4)
- ☐ Not at all important (5)

End of Block: 8. Outcome questions - vaccinated
